

LINCOLN CITY LIBRARIES BOARD APPOINTMENT INFORMATION

The purpose of this form is to obtain general information for use in the nomination and confirmation process for appointment to the Library Board. If you have recently prepared a biography or resume, please attach it to this form. Complete both sides and return to: Library Board, Lincoln City Libraries, 136 So. 14th Street, Lincoln, NE 68508

Personal Information

NAME (please type or print last name, first name, and middle initial)

☒ Mr. ☐ Ms. ☐ Mrs. ☐ Miss Friedman, Herbert J.

1700 Memorial Drive Lincoln NE 68506

Residence Address Street City State ZIP

3800 Normal Blvd Lincoln NE 68501

Business Address Street City State ZIP

Residence Telephone 402 488.2874 Business Telephone 402 476.1093

Applicant Occupation Lawyer Employer self Friedman law offices

E-mail Address hfriedman@friedmanlaw.com

To assist in the selection, you are asked to voluntarily provide information which is necessary for statistical reporting purposes. Under State and Federal Law, this information may not be used to discriminate against you.

Affirmative Action Information: Sex ☒ Male ☐ Female Racial/Ethnic Background

General Information

How long have you been a resident of Lincoln?

see attached

How long have you been a Lincoln City Libraries card holder?

Outline your experience in budgeting, human resources/personnel, accounting, technology/Internet, and legal matters relating to government or nonprofit organizations.

Please Complete Reverse Side

LINCOLN CITY LIBRARIES BOARD APPOINTMENT INFORMATION
General Information

How long have you been a resident of Lincoln? Life time.

How long have you been a Lincoln City Libraries card holder? Life time.

Outline your experience in budgeting, human resources/personnel, accounting, technology/internet and legal matters relating to government or nonprofit organizations.

I was president of the Lincoln Action Program for three years. I have just completed a three year term as president of the Nebraska Appleseed Center for Law in the Public Interest, a non-profit public service law firm. I am currently on the Board of Governors for the American Association for Justice, (formerly the Association of Trial Lawyers of America), and I am currently an elected member of the Budget Committee, dealing with a budget in excess of 25 million dollars. I am the principal of Friedman Law Offices, and Friedman Realty Co. I have extensive experience with budget, personnel, legal, technology and internet matters in connection with these non-profits, and well as my personal businesses.

What are your goals and philosophy for providing public library service?

My goal is to increase the public awareness of the Lincoln Library system with the continued and expanded use of the internet, and to keep ahead of the rapidly changing technology curve.

My philosophy for public libraries in general, is to provide a publicly funded 'bricks and mortar' institution, supplemented by a 'virtual' branch, where the access to published ideas, both paper and electronic, no matter how controversial, or offensive to some, is available to all. A public library should be a free shopping center for the market place of ideas.

How does the First Amendment apply to providing public library service?

The First Amendment is the cornerstone of individual freedom in this country. Since 1791, the Freedom of Speech and Press Clauses have guaranteed the right of diverse opinions on every subject, including political, social, religious and scientific, no matter how offensive they may be to some. The public library always has been the free depository of these constitutionally protected ideas, available to all, regardless of income. In a nutshell, I think the First Amendment is the key to the door of the room of free expressions, and the public library is that room.

What background or experience do you have that would be a benefit to the library?

I have been practicing law in Lincoln since 1962. During my career, I have been involved with a number of First Amendment cases, both on behalf of personal clients, and the American Civil Liberties Union. I was lead counsel in Marsh v. Chambers, U.S. Supreme Court, an ACLU Establishment Clause case (1983). I bring to the table the prospective of a trial lawyer who has fought for First Amendment rights 'in the street' so to speak, as well as a person with an academic interest in the subject. I am also an avid audio books 'listener'

Please detail present or previous community/volunteer activities.

In addition to the above referenced organizations: I was on the Board of the Lincoln Jr. Chamber of Commerce; served for ten years on the Lincoln Cable Advisory Board, including a number of years as chair and vice chair, and participated on the negotiating team for the renewal of the Time Warner Cable franchise with the City of Lincoln; served as president of the Nebraska Association of Trial Attorneys; chairs of the marketing committees of both the American Association for Justice and the Nebraska State Bar Association, which concerned, among other issues, the First Amendment rights of lawyers to advertise; and on the Board of the Mid-West Region Anti-Defamation League.

Are you available for monthly library board meetings – generally Tuesday mornings or Tuesday evenings?

Yes

Are you available for weekday daytime monthly committee meetings?

Yes

FRIEDMAN LAW OFFICES

PERSONAL INJURY & CIVIL LITIGATION



Herbert J. Friedman
Robert R. Moodie
Gregory R. Coffey
Daniel H. Friedman

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(402) 476-8364 *Fax*

July 08, 2011

Candidate Search
Lincoln City Libraries
136 S. 14th Street
Lincoln, NE 68508

VIA EMAIL

RE: Library Board Vacancy

Dear Library Board of Trustees:

Enclosed please find my application to serve as trustee for the Lincoln City Libraries.

Should you have any questions, please do not hesitate to call. Thank you.

Very truly yours,

FRIEDMAN LAW OFFICES



Herbert J. Friedman
hfriedman@friedmanlaw.com
HJF/ajn

Enclosure

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Personal Information

NAME (please type or print last name, first name, and middle initial)

☐ Mr. ☒ Ms. ☐ Mrs. ☐ Miss Marthaellen Florence

2216 South 13th Street Lincoln Ne 68502

Residence Address	Street	City	State	ZIP
1800 North 33rd	Street	Lincoln	NE	68503

Business Address	Street	City	State	ZIP

Residence Telephone (402) 570-1522 Business Telephone (402) 472-3611 x603

Director of Community Engagement
Applicant Occupation Employer NET Television

E-mail Address mlflorence1@unl.edu

To assist in the selection, you are asked to voluntarily provide information which is necessary for statistical reporting purposes. Under State and Federal Law, this information may not be used to discriminate against you.

Affirmative Action Information: Sex ☐ Male ☒ Female Racial/Ethnic Background multi-ethnic

General Information

How long have you been a resident of Lincoln? 36

How long have you been a Lincoln City Libraries card holder? 10

Outline your experience in budgeting, human resources/personnel, accounting, technology/Internet, and legal matters relating to government or nonprofit organizations.

I have extensive experience in managing, facilitating and overseeing budgets for a variety of non-profit organizations.

As Director of Community Engagement and Outreach I am responsible for facilitating grant budgets for NET Community Engagement and public media productions.

As Committee chair, I am responsible for overseeing the budget for Sheldon Art Associations Jazz in June event.

As a board member, interim Center Director and now board President and overseeing the budget is one of my responsibilities.

Please Complete Reverse Side

What are your goals and philosophy for providing public library service?

As the daughter of a 60 year career teacher and librarian I believe the value of the public library is can be found in the people it serves. For many a library card is one of their most valuable possessions. Today, in many cases, the average American struggles to make ends meet. With household budgets stretched, expenses such as subscriptions and Internet access are often the first to be cut from the household budget. As an example, when I come to the library, the library computer stations are almost always occupied. NPR recently reported an increase in library checkouts nationwide. Libraries provide unlimited access to a wealth of knowledge. Clearly, the public library serves a need. I can remember when everyone I knew had a library card, now I often invite someone who doesn't use the library to visit. I also think it is vital to let our public officials know how much the library means to us. In these uncertain economic times, the library is a valuable resource for the Lincoln community.

How does the First Amendment apply to providing public library service?

I believe that our public libraries should be a place where the First Amendment is allowed to thrive. It is the role of the public library to provide information and resources so citizens of a community can make informed decisions. The resources libraries provide should influence us, challenge us, and motivate us. I believe the public library is for the use by all the community and should provide meeting space where groups can exercise their First Amendment right to assemble. I also strongly believe all books have a valuable message and no book should be removed from a shelf because it is deemed controversial by some.

"Let us welcome controversial books and controversial authors. For the Bill of Rights in the guardian of our security as well as our liberty." ---- President John F. Kennedy

What background or experience do you have that would be a benefit to the library?

My role as Director of Community Engagement and Outreach for NET Television is a very unique opportunity to educate PBS viewers, NET members, and the general public about NET, PBS and the programs and services we provide. I have the opportunity to collaborate with organizations statewide, providing resources on a number of issues critical to our state. I am a national facilitator and have an extensive background developing partnerships, community collaborations and working with the public.

Please detail present or previous community/volunteer activities

Please see resume

Are you available for monthly library board meetings – generally Tuesday mornings or Tuesday evenings?

Tuesday mornings

Are you available for weekday daytime monthly committee meetings?

Yes

06/09

Marthaellen Florence

2216 South 13th
Lincoln, Nebraska 68502

July 1, 2011

Pat Leach

Library Director, Lincoln City Libraries
136 S. 14th Street, Lincoln, NE 68508

Subject: Application Lincoln City Library Trustee

Dear Pat,

I recently learned the Library Board of Trustees of Lincoln City Libraries is seeking a candidate to fill an upcoming vacancy on the Library Board.

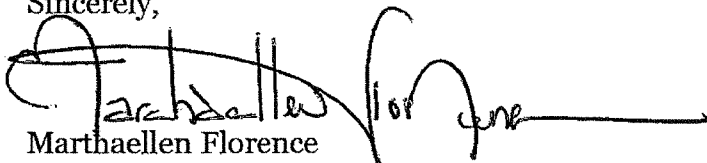
I have twenty-seven years of experience in a leadership role as a producer at NET Television, Nebraska's statewide PBS station. For the past ten years I have had the position of Director of Community Engagement and Outreach.

As a good steward to my position at NET, it has been my privilege to use my talents to give back to the community as chairperson for a host of successful community-focused events, including the National Performance Arts Network - People of Color Caucus, Sheldon Art Association's Jazz in June music series, golf tournaments for the American Red Cross and the March of Dimes, and Malone Community Center's Juneteenth commemoration. I am currently the president of the Malone Board and National Council of Negro Women - Lincoln Chapter. I also believe that it is important to "return the lessons learned." I am a nationally recognized facilitator for a leadership institute, LeaderShape, INC. which targets future leaders selected through college campus programs and I work as a trained mediator working with diverse youth through counseling.

My credentials and talents have afforded me recognition in the organizational, analytical, and communication areas. It is through my core foundation of a strong work ethic and strong leadership skills that I have learned to live in a state of possibility making a commitment to a vision, developing relationships to move the vision into action, while sustaining a high level of integrity.

I look forward to the opportunity to serve as a member of the Library Board of Trustees.

Sincerely,


Marthaellen Florence

Marthaellen Florence
2216 South 13th
Lincoln, Nebraska 68502
402-474-4382
mflorence1@unl.edu

Career Accomplishments

Throughout my career I am most proud of my abilities to enhance my organization's reputation, profitability, productivity, and the degree to which my projects have targeted public support of the organization's mission, goals and vision. I have developed a leadership role within a non-profit organization producing annual membership drives, supervising and advising client directed projects, identifying and cultivating outreach partnerships with corporations to support local programs, and collaborating with vendors to create stronger relationships with the organization. I maintain a relationship with a host of local, regional and national non-profit and for profit organizations and have lead marketing, promotion, and fundraising efforts on their behalf. I have extensive experience in contract negotiations with national and international performing artists and community/corporate partnerships for community outreach. I also take great pride in my community involvement and feel it is important to give back. I am a nationally recognized facilitator for a leadership institute which is geared towards future leaders selected through college campus programs and a trained mediator working with diverse youth through counseling.

Education

Bachelor of Arts, University of Nebraska-Lincoln
Majors: Broadcast Journalism, Theatre Arts, English,
Minor: Political Science and Anthropology

Professional skills and strengths

Leadership

- Team leadership, organization and personnel development
- Supervise production staffs of 25-30
- Overall management of large-scale projects of \$50,000 to \$100,000+ to meet production goals under budget
- Negotiate contractual agreements
- Successful management of accounts working with technical teams and non-technical clients
- Develop and implement marketing plans for client based projects and community events
- Supervise development team for state and national community outreach partnerships
- Build social capital through networking relationships inner-company and external organizations
- Develop fundraising newsletters, proposals, appeals and events for the March of Dimes, American Red Cross, Nebraska Goodwill, National Performance Arts Network, National Council of Negro Women, NAACP, Leadership Lincoln, Lancaster County Rodeo Association, Lincoln/Lancaster Commission on the Status of Women, Arts are Basic, Nebraska Arts Council, Nebraska Art Association
- Engage in creative problem solving and crisis management
- Facilitate national college level leadership institutes
- Develop curriculum and counsel diverse populations to reduce drug and alcohol addiction

Analytical

- Strong oral and written communication skills
- Interface well with all levels of personnel to achieve efficient results
- Client-oriented with strong interpersonal skills
- Writing and editing scripts, manuals, client letters, proposals and leadership curriculum
- Utilizing software including Excel, Word, PowerPoint, Netscape, Lotus
- Working in a fast-paced environment with multiple projects and deadlines
- Engaging in creative problem-solving
- Operating, troubleshooting, and being responsible for statewide and regional television productions

Professional Experience – Full-time

Director of Community Engagement and Outreach
Nebraska Educational Telecommunications

2003-Present

Producer/Director
Nebraska Educational Telecommunications

1982-Present

Professional Experience - Part-time

This category reflects either on-going part-time employment opportunities or one-time stipend experiences that are significant to my professional growth and my desire to give back to the community. An asterisk identifies the on-going opportunities.

May 1998- Present

***Lead Facilitator / The LeaderShape Institute, Inc.**

Responsible for facilitating a 8-day on-sight state-of-the-art national leadership program for college men and women ages 17-25.

January 1999-2003

Upward Bound Recreation Coordinator/UNL Campus Recreation

Develop and implement curriculum for the Upward Bound program focusing on stress reduction, health, team support, risk-taking, and overall personal development for high school students.

1999-2003

Survival Skills Instructor/Lincoln YWCA

Responsible for the development of curriculum and group facilitation.

May 1996-2005

Drug and Alcohol Prevention Specialist/Cedars Youth Services

Responsible for the development of curriculum, group facilitation, and group home visitation & counseling with a focus on drug and alcohol prevention and intervention. Working closely with Lincoln Council on Alcoholism and Drugs Inc. and other city, state, and national agencies with a focus on drug and alcohol prevention.

March 1999 - April 2000

Family Support Services/Cedars Youth Services

Responsible for providing family support and preservation services to assist former Day Treatment clients and their families in learning occupational skills, improve home situations, including family education, household management, parenting training, and tutoring.

May 1996 - April 2000

Youth Treatment Specialist /Turning Point RTC, Day Treatment and Day Reporting Center, Cedars Youth Services

Responsible for developing curriculum and group facilitation in a transitory program for adolescents with serious mental health challenges. This includes, but is not exclusive to facilitating and monitoring opportunities for the youth to learn how to interact with their families while practicing age-appropriate behavior. Make presentations to treatment centers, school counselors, juvenile justice officials, etc. about the merits and value of the Day Treatment program.

Day Reporting is a diversion option for youth coming out of a detention facility.

January 1996-2003

“Arts are Basic” artist in the schools facilitator/College of Fine Arts – University of Nebraska

Celebrate the importance of visual and performance art in the Nebraska public school system using the internationally recognized Lincoln Center for the Performing Arts model.

1997-1999

Project Administrator/facilitator

UNL Athletic Academic and Student Services/ University of Nebraska

Responsible for the design and implementation of a "Lifeskills" program for student-athletes utilizing the tools of performance art instruction.

1998

Adjunct Instructor

College of Journalism/University of Nebraska

Responsible for teaching Broadcast Journalism majors the basic technical facets of television and non-broadcast video production. This includes, but is not exclusive to, studio television, ENG/EFP, corporate video, educational video, and the video requirements for interactive multimedia projects.

1996

Venue Coordinator

Summer Olympics – Atlanta Georgia

Responsible for assisting with crowd management, ticket taking, ushering and access monitoring. Assisted the general public and accredited visitors with their questions and directions and registered and issued credentials to athletes, officials, media and staff. Assisted with coordination of special events and community engagement activities.

Volunteer Contributions to the Community

Present

Clyde Malone Community Center Board Member – President
National Council of Negro Women – President
Sheldon Art Association Board Member and Jazz in June Committee-Chair
NAACP member
Community Service Fund member
2010 Special Olympics
University of Nebraska Speaker's Bureau
Nebraskans for Justice – Board Member
Youth Leadership Lincoln - Facilitator

Past

Interim Director of Clyde Malone Community Center
Clyde Malone Community Center - Juneteenth Committee – Co-Chair
July Jamm Entertainment Committee
Leadership Lincoln Class XI 1996
Juvenile Diversion Specialist (Teen Court)/Cedars Youth Services 1998 - 2000
Chairperson Lincoln/Lancaster Rodeo Board of Directors 1995-1998
Community Outreach/Multicultural Specialist 1991-1997
American Red Cross Board Vice President & Special Events Coordinator 1992-1996
Goodwill Board of Directors – 1994-1996
March of Dimes – Special Events Coordinator 1989-1991
Lincoln/Lancaster Commission on the Status of Women 1993-1995
Kennedy Center for the Performing Arts - Education Specialist
Lincoln Center for the Performing Arts "Arts Are Basic" - Education Specialist
Co-Chair – National Performance Network/People of Color Caucus
Nebraska Arts Council Minority Grant Review Panel

Awards

YWCA Woman of the Year – Tribute to Women Honoree
Regional Emmy Nomination - Special Events Programming
Lincoln Community Award - Documentary for the Attention Center for Children and Youth
Radio Television and News Directors Association Award
National Community Theater - Best Actress Award
KOLN-KGIN Academic Scholarship